

### Remarks

Claims 36-74 are pending in the application. Claims 65-74 are newly added.

#### Information Disclosure Statements

The Office Action did not contain any acknowledgement of the Information Disclosure Statements filed July 12, 2002, September 10, 2002, July 21, 2003, August 5, 2003, March 9, 2003, or May 24, 2005. The Applicant respectfully requests copies of the forms 1449 initialed by the Examiner to indicate that the cited references have been considered.

#### Claim rejections

Claims 36-64 were rejected under 35 USC 103(a) as being unpatentable over Castle (US 5,848,830) in view of Giraud (US 5,966,696). The Applicant respectfully traverses. Castle and Giraud cannot support the asserted rejection for at least the reason that the combination of references does not disclose or suggest a floor display activated by motion detected by a sensor as required by the rejected claims. Instead, Giraud only discloses a vertically-oriented display system. Castle discloses a floor mat, but the floor mat only contains a static advertisement and is not responsive to a motion sensor.

In view of the above, there is furthermore no credible motivation asserted by the Examiner for combining Castle with Giraud. As noted, Giraud describes a system based on vertically-oriented viewing. Accordingly, Giraud actually teaches away from a horizontal system as claimed.

Claims 36-64 are therefore allowable over Castle and Giraud. Withdrawal of the asserted rejection is therefore respectfully requested.

#### New claims

New claims 65-74 are allowable over the art of record. For example, neither Castle nor Giroud discloses or suggests "a floor display that conveys marketing

information for a product that is proximal to the floor display" as recited in independent claim 65.

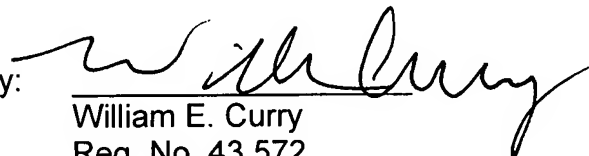
Conclusion

In light of the above discussion, Applicant respectfully submits that the present application is in all aspects in allowable condition, and earnestly solicits favorable reconsideration and early issuance of a Notice of Allowance.

The Examiner is invited to contact the undersigned at (202) 220-4323 to discuss any matter concerning this application. The Office is authorized to charge any fees related to this communication to Deposit Account No. 11-0600.

Respectfully submitted,

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